



International Market Acquisition and Retention Strategy

UVMB 2023



History of foreign language education

- Started 34 years ago
- From 1989 in German pre-clinical, four semester
- German students return to Germany for clinical training
- From 1991 full English course based on Hungarian curriculum
- Over 60 different countries



Advantages

- multicultural environment
- internationalization
- increasing revenues
- pressure to comply with European and American standards
- intellectual gain driven by multilingual teaching
- increasing network possibilities



Feasibility

- international student secretariat established
- professional recruitment firm (GIS) hired
- GIS (Global International Studies) has
 - necessary human and facility resources
 - network of local representatives
 - competence in advertising
 - presenting the school at different education fairs
 - organizing entrance exams
- the University can focus on study affairs



Challenges of increasing competition

- thirty years ago, only few schools provided English veterinary course
- recently Eastern Europe and the Balkan are competitors
- central and eastern cities become a competitor of Budapest
- some of the competitors provide courses for a lower tuition fee
- English programs opened closer in location than Budapest



Aims

- maintain the English program with same number of students
 - despite of the increasing competition
- do not want to increase the number of English students
 - we reached our limits
- diversify the portfolio (more target countries)
- aim to pass the AVMA accreditation
 - targeting the Commonwealth countries
- increase the quality of enrolled students